



April 7, 2017

VIA ELECTRONIC FILING

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Re: Ex Parte Presentation, *Improving Wireless Emergency Alerts and Community-Initiated Alerting*, PS Docket No. 15-91.

Dear Ms. Dortch,

On Wednesday, April 5, 2017, CTIA and wireless providers met with staff of the Public Safety and Homeland Security Bureau concerning the narrowly tailored Petition for Reconsideration filed by CTIA in the above captioned proceeding. A list of meeting attendees is attached.

For several years, CTIA and its member companies have strongly supported the development, use, and evolution of the Wireless Emergency Alert ("WEA") service. During the meeting, the parties specifically discussed the measures needed across the WEA system to develop and implement embedded, "clickable" references. CTIA reiterated the wireless industry's commitment to working with the Commission on use of embedded references, but noted its concerns about implementing such functionality without adequate feasibility testing. CTIA and its members continue to urge the FCC and other governmental stakeholders to be mindful of the potential limitations of embedded reference functionality beyond the control of wireless carriers. For example, last year, the National Hurricane Center website was not available for a period of time during Hurricane Matthew.¹

CTIA and members explained that standards development has always been critical to the seamless development and implementation of WEA. The parties

¹ <http://weatherplus.blog.palmbeachpost.com/2016/10/11/hurricane-center-website-went-dark-as-hurricane-matthew-bore-down-on-florida/>.



discussed the attached slide deck detailing ATIS WEA standards activities. CTIA emphasized that while the wireless industry worked diligently to complete the necessary standards work within a few months after adoption of the rule, implementation by handset manufacturers and operating system providers will be necessary before consumers will be able to “click” on embedded references. These third parties’ efforts will take additional time to implement prior to testing, due to pre-existing release schedules. In addition, CTIA urged the Commission to clarify that any requirement to support embedded, “clickable” references should only apply to new devices offered after a reasonable future compliance date, and not to older, legacy devices that have been, and will be, in the marketplace for some time.

With regard to other compliance deadlines, CTIA reiterated its request that the Commission clarify that, because they are inextricably connected, the compliance date for supporting Spanish-language alert messages should be concurrent with the compliance date for increasing the character limit of message alerts.

Pursuant to Section 1.1206 of the Commission’s rules, CTIA is filing a copy of this letter and attachment in ECFS. Please do not hesitate to contact the undersigned with any questions.

Sincerely,

/s/ Brian M. Josef

Assistant Vice President – Regulatory Affairs
CTIA®

Attachment

cc: Meeting Attendees



April 5, 2017 Meeting Participants

Federal Communications Commission – Public Safety and Homeland Security Bureau

Lisa Fowlkes
Brenda Boykin
Gregory Cooke
James Wiley

CTIA

Brian Josef, Assistant Vice President -- Regulatory Affairs

CTIA Member Companies

Brian Daly, AT&T *
Mike Tan, AT&T
Peter Musgrove, AT&T *
Farrokh Khatibi, Qualcomm *
Ray Rothermel, Sprint
John Davis, Sprint *
Shellie Blakeney, T-Mobile
Tim Dunn, T-Mobile *
Eric Hagerson, T-Mobile *
Bill Tortoriello, US Cellular *
Robert Morse, Verizon
Larry Rybar, Verizon *

* Joined via telephone

ATIS WEA Activities

ATIS WTSC WEA active Issues

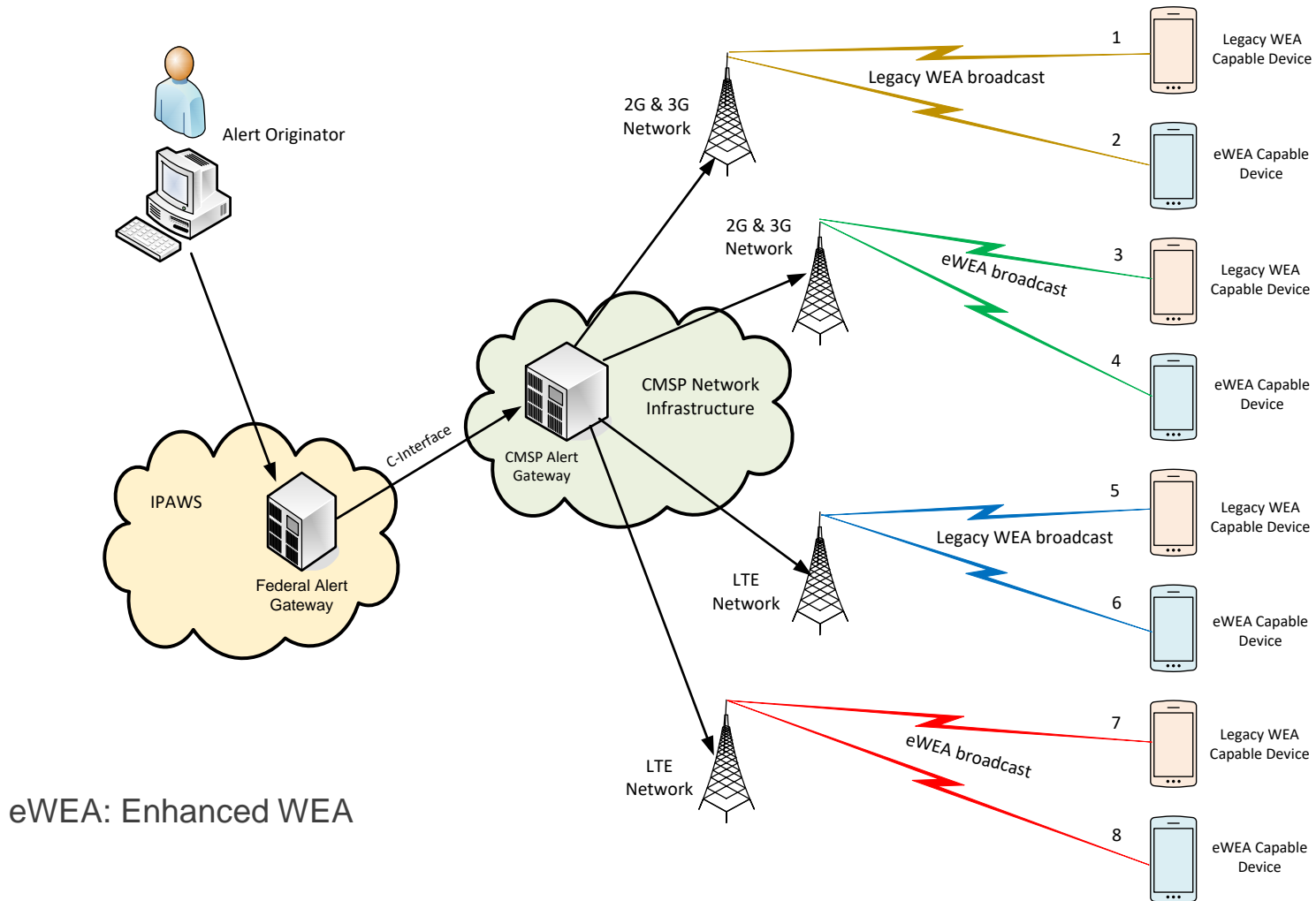
Issues Related to the FCC's Report & Order

- [WTSC Issue 0073, FCC Mandated URLs in WEA Messages](#)
- [WTSC Issue 0074, FCC Mandated WEA Message Length Increase](#)
- [WTSC Issue 0075, Additional FCC Mandated WEA Enhancements](#)
 - Public Safety messages
 - State/Local WEA Test
 - Geo-targeting
 - Spanish WEA alerts
- [WTSC Issue 0076, Feasibility Study on WEA Device-Assisted Geotargeting](#)
- [WTSC Issue 0077, Feasibility Study for WEA via a Well-Managed Application](#)

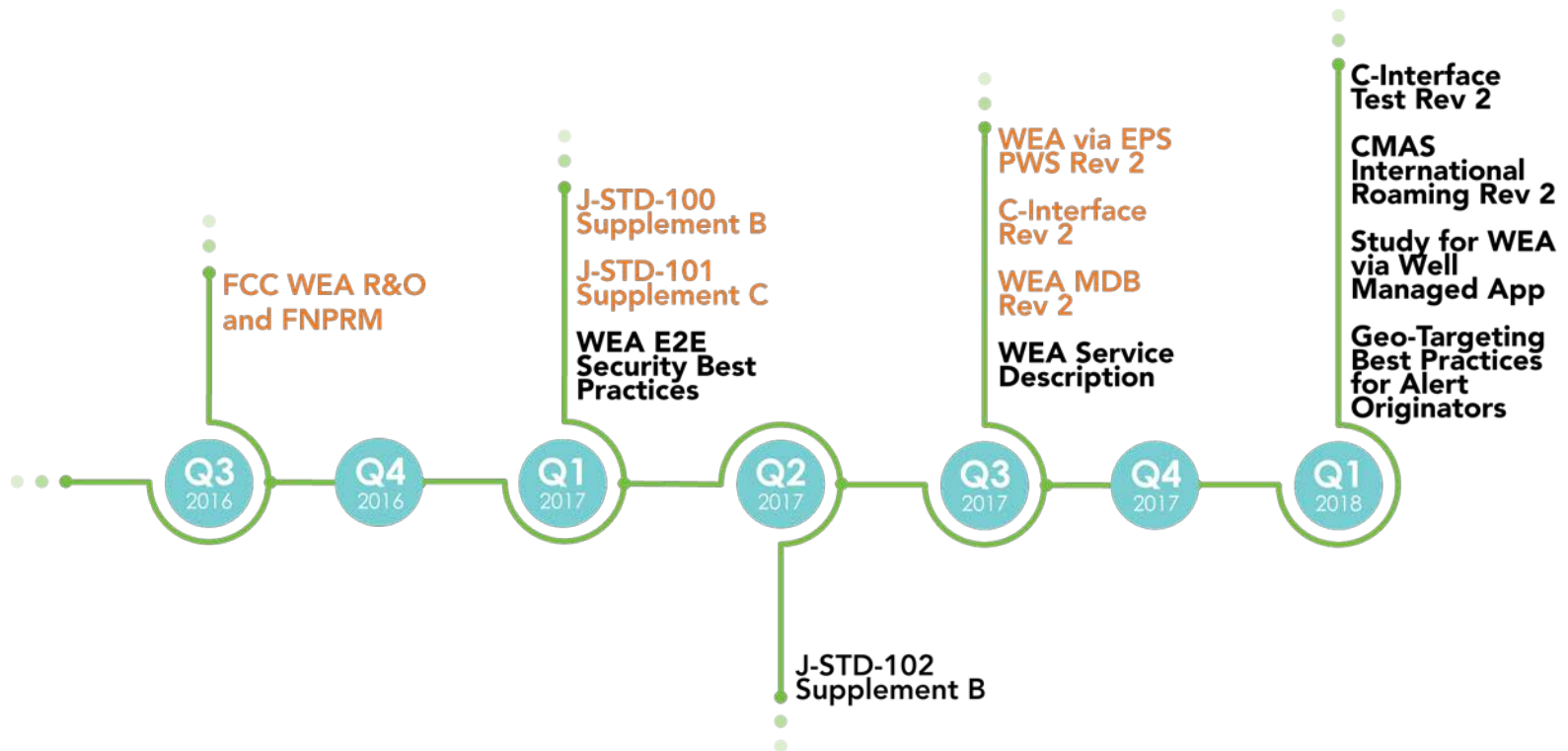
Other WEA Enhancements

- [WTSC Issue 0063, WEA End-to-End Security Best Practices](#)
- [WTSC Issue 0072, New WEA Event Codes](#)

WEA Service Environment with WEA Enhancements

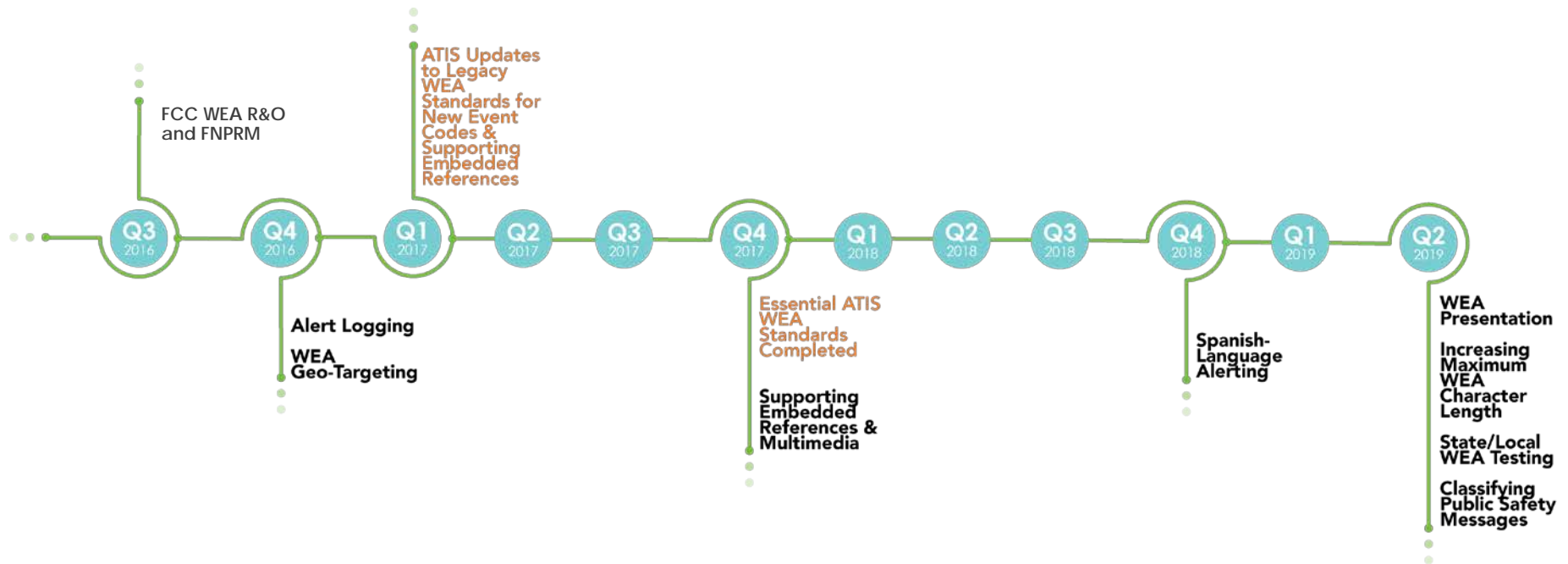


WEA Deliverables Timeline



- FCC R&O & Essential eWEA Specs for Compliance
- Other ATIS WEA Related Specs

FCC Compliance Timeline



Thank you